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Spring of 1926

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J. S. Ball & Co. Inc.

WHOLESALE PRICE LIST OF FLOWER SEED SPECIALTIES FOR FLORISTS

SWEET PEAS ♦ CALENDULAS ASTERS ♦ ZINNIAS

The growing of these crops for cut flowers, originating and improving the varieties has engaged our attention for many years. Our position as cut flower growers gives us first-hand information in sifting down a list that contains "all the best," making it necessarily brief. In the case of asters and zinnias, it is not a full one, but we know from experience that you will make no mistake in ordering from it. Further varieties will be added as our experience assures us that they belong there.

We call particular attention to our selection of Dahlia-flowered Zinnias. Except in trying out different varieties and strains, we make no claim to having done any original work with them. The improved types we list are comparatively new and consequently do not come as true as they will after a few more years' selection. However, the seed we are using this year will be found to be distinctly better than any we have as yet grown.

Thanking you for your generous appreciation of our efforts along these lines,

GEO. J. BALL

Address and Shipping Point: GLEN ELLYN, ILL.

Ball Gardens: West Chicago, Ill.

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LATE, OR SUMMER-FLOWERING SWEET PEAS

By sowing about February 1, and a month later potting 3 plants in a 3-inch pot or 4 in a 4-inch, strong, bushy plants can be had by late April if grown cool. At that date in our section we plant them outdoors, where they bloom freely throughout June, when peas are valuable. These 3 or 4-inch pot plants will be found profitable and highly satisfactory for your retail trade. With the start these plants provide, anyone can produce peas outdoors from June 1 until midsummer. Keeping down aphids with nicotine is very important.

The following list covers "all the best" varieties "and nothing else":

Hercules, deep rose pink.
Hebe, extra large rose pink.
Hawmark Pink, very fine salmon rose.
Elfrida Pearson, fine clear pink.
Margaret Atlee, cream pink.
Picture, extra bright cream pink.
Mrs. Cuthbertson, pink and white bicolor.
Youth, picotee, white margined pink.
Constance Hinton, best black-seeded white.
Orchid, fine lavender.
Austin Frederick, large, dark lavender.
Hawmark Lavender, extra light lavender.

Powerscourt, extra large, pure lavender.
Mrs. Tom Jones, very good blue.
Commander Godsall, deep violet blue.
Crimson King, extra fine crimson.
Royal Scot, orange scarlet, sunproof.
Stirling Stent, salmon, not sunproof.
Royal Purple, large rich pure purple.
Warrior, bronzy maroon.

All of the above are priced at : **Oz., 25c; 4 Oz., 90c; Lb., \$3.00.**

SUPERB MIXTURE—This is a carefully balanced mixture of all the best colors, which we suggest to growers who retail: **Oz., 20c; 4 Oz., 75c; Lb., \$2.75.**

NEW VARIETIES—The following are new varieties that we do not hesitate to recommend as decided improvements in their respective colors:

Blue Bird, very bright, rich dark blue; do not confuse this with early-flowering Blue Bird; **Oz., 75c.**

Camp Fire, extra bright, sunproof scarlet; **Oz., 50c.**

Miss California, cream pink with orange or salmon shading, distinctly valuable; **Oz., 75c.**

WINTER-FLOWERING SWEET PEAS

Supplying the most discriminating growers with their Early-flowering Sweet Pea seed is perhaps the most important part of our business. We now have 100,000 feet of glass devoted to this crop. We annually put every new variety offered to a most searching test, and such as are found real improvements are added to our collection.

Late next August we shall have several distinctively new varieties to offer, of our own originating, as follows:

BALL ROSE—A cross between our Ball Rose Queen and the late Hawmark Pink. This is the most attractive bright deep rose pink imaginable and holds its color throughout the dark winter months. All other rose-colored kinds are faded when compared with it. We feel sure this will become the standard rose pink.

BALL'S BLUE BIRD ("B. B. B.")—An extra early-flowering and extra free-blooming even blue. Shows no trace of the objectionable dark, or mauve shading found in most blues.

The following is our list of standard varieties:

	Oz.	1/4 Lb.	Lb.
Zvolanek's Rose , the standard deep rose	\$0.50	\$1.75	\$6.75
Rose Queen , beautiful, light rose40	1.50	4.75
Louise Gude , medium size, rose pink50	1.75	6.00

	Oz.	1/4 Lb.	Lb.
Fair Maid , large, light rose...	\$0.50	\$1.75	\$ 7.00
Columbia , standard pink and white50	1.75	5.50
Princess , best rich lavender..	.50	1.75	6.00
Lavender King , large, deep lavender50	1.75	5.50
True Blue , rich, even blue....	.50	1.75	5.50
Blue Jacket , dark blue.....	.40	1.50	4.50
Mrs. Harding , finest light blue	.50	1.75	7.00
Snowstorm , best white.....	.50	1.75	6.00
White Star , best black-seeded white50	1.75	7.00
Burpee's Orange , finest clear orange75	2.75	10.00
Flamingo , orange suffused rose	.50	1.75	6.50
Mrs. Kerr , fine salmon.....	.75	2.75	8.00
Glitters , dark orange salmon.	.50	1.75	6.00
Gorgeous , salmon cerise.....	.40	1.50	5.00
Grenadier , finest scarlet.....	.65	2.50	8.00
Chevalier , large, deep rose... 1.50	5.00	15.00	
Glorious , dark purple.....	.50	1.75	5.50
Yarrowa , cream and rose....	.40	1.50	4.50
Aurora , striped carmine.....	.50	1.75	6.00
Harlequin , striped chocolate..	.50	1.75	6.00
Annette , attractive orange cerise75	2.75	10.00
Vulcan , finest rich scarlet orange	1.50	5.50	20.00

Ball Rose Queen, Blue Bird and Harmony are sold out, and new stock will not be available until August.

AMERICAN ASTERS

THE BALL ASTER—Originated and introduced by us. This is a pure white mid-season variety ideally shaped for shipping. When grown with other varieties we find it decidedly more resistant to stem-rot than most of them. Fine for growing under glass. Trade Pkt., 50c; Oz., \$2.50.

QUEEN OF THE MARKET—There are several other extra early types of asters, but this is the standard among the early ones. The types earlier than this are apt to be short-stemmed. We can supply the following colors: Crimson, lavender, shell pink, rose pink, purple and white. $\frac{1}{4}$ Oz., 35c; $\frac{1}{2}$ Oz., 60c; 1 Oz., \$1.00.

EARLY ROYAL—This type grows about 2 feet high under ordinary conditions and immediately follows Queen of the Market. Our Royal strain will be found fully double and well rounded. The following are the choicest market colors: Lavender, purple, rose pink and white. $\frac{1}{4}$ Oz., 40c; $\frac{1}{2}$ Oz., 75c; 1 Oz., \$1.50.

NEW CALIFORNIA GIANTS—We were very favorably impressed with these asters as noted growing in California

as well as under our own conditions. No cut flower grower can afford to overlook these wonderfully fine asters. They are of vigorous growth and of the Crego, or Ostrich, type of flower. They are partially non-lateral and the blooming season extends from midseason until cut down by frost. The four best colors are: Peach blossom, light blue, deep rose and dark purple. $\frac{1}{4}$ Oz., \$1.50; $\frac{1}{2}$ Oz., \$2.50; 1 Oz., \$4.50.

AMERICAN BEAUTY TYPE—One of the finest of the very late asters; vigorous growth, 2 to 3 feet, naturally producing extra long-stemmed flowers. Gets in bloom about September 1 and blooms until October 1 unless destroyed by frost. Extra large flowers. Azure Fairy, light blue. American Beauty, carmine rose. Lavender, light gray lavender. Rose, bright rose. Giant white. These are the five choicest cut flower colors in this class and are priced as follows: $\frac{1}{4}$ Oz., 75c; $\frac{1}{2}$ Oz., \$1.25; 1 Oz., \$2.00.

HEART OF FRANCE—Flowers of medium size; the sensational rich dark red. $\frac{1}{4}$ Oz., 60c; $\frac{1}{2}$ Oz., \$1.00; 1 Oz., \$1.75.

GIANT AMERICAN ZINNIAS

Dahlia-Flowered

For an abundance of showy flowers throughout the summer months—flowers that last—no florist, whether he ships to market or retails his output, can afford to be without a good showing of these new Dahlia-flowered Zinnias. In coloring they combine gorgeousness with exquisite beauty. The public is becoming educated to their value, and retailers will find a demand for plants in the spring.

These Zinnias are not an indoor forcing proposition. If sown early under glass they will make little headway until the heat and sunshine of spring are under way. Our first sowing is made March 1, and this stock is used for planting out in empty sweet pea beds, getting into full bloom about May 15. These protected flowers are wonderfully fine.

We make another sowing about April 1, growing in 2-inch pots, using this lot for outdoors. To give the flowers a better finish and to lengthen the stems, we recommend some form of protection from the midsummer sun. Last year we covered them with cheesecloth, but found this too heavy. The stems lengthened, but the flowers suffered in size. A lath frame, liberally spaced, we believe would be about right. We make a final sowing outdoors June 1, and this lot grows along unchecked, making a gorgeous showing late in Sep-

tember and until frost. The following list covers all the best in varieties and colors:

Oriole, orange and gold, shading off slightly with age.

Old Rose, a beautiful shade of old rose, extra fine.

Giant Attraction, brick red, forming an immense ball of color.

Exquisite, a very rich shade of light rose, shading deeper toward center.

Buttercup, deep creamy yellow of immense size.

Polar Bear, large pure white, slightly shading to green with age.

Canary Bird, delicate primrose, holding its color well.

Crimson Monarch, finest of all reds, extra size and growth.

Last season our stock of these Zinnias was 70% true; through most careful growing and roguing, we expect this season's crop to make a still better showing. Price: \$4.00 per Oz.; $\frac{1}{2}$ and $\frac{1}{4}$ oz. at this rate. Trade pkt., 50c.

SPECIAL OFFER: To get you acquainted with all these varieties, we will gladly put up a $\frac{1}{4}$ -oz. packet of each of the 8 varieties listed, for \$7.00, or a trade packet of each, for \$5.00.

BALL CALENDULA

Standard of the World!

If sown any time in January, good blooming stock will be available by spring. Sown in February or March, strong plants can be had in 2 or 3-inch pots for retail sales. Our next sowing of Ball Calendula is made July 15 for early winter blooming.

BALL'S GOLD CALENDULA—Most growers have been well pleased with this golden yellow addition to the calendula family. We wish to say, however, that the stock sent out the past season was not up to our standard. Our seed growers failed to appreciate the importance of keeping varieties widely separated to prevent crossing. Consequently our Gold stock varies some. The orange-colored ones that show up cannot be easily bred out. The best selection we have at present contains about the same proportion, but we believe these orange among the Gold are superior to our regular orange strain. We are assured that the Gold

stock seed we have sent to California this season will be grown miles from other calendulas and consequently should be more uniform. This stock will be ready in August of this year.

In August of 1927 we shall have ready for release one to be known as Madame Negri. This is a soft, pleasing shade, known as cadmium orange, with a rich brown black eye, the most striking combination in calendulas.

We have a limited supply of seed of the Orange strain we have sent out as Improved stock. We advise our customers who wish to assure their supply of this strain for next fall to secure it at once. The regular Orange strain and the Improved, as well as the Gold, are priced as follows: $\frac{1}{4}$ Oz., \$1.00; $\frac{1}{2}$ Oz., \$2.00; 1 Oz., \$3.00.

FROM
GEO. J. BALL
GLEN ELLYN, ILL.

Flower Seed Specialties

SWEET PEAS
BALL CALENDULA
ASTERS
ZINNIAS

RETURN POSTAGE GUARANTEED